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CENTRAL FAX CENTER Application Serial No. 09/755,738

JAN 29 2007

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Sandholm et al

Docket No.: ISAA0011

Serial No.: 09/755,738

Art Unit: 3629

5 Filed: January 5, 2001

Examiner: Ouellette, J. P.

Title: MULTI-CHANNEL MARKETING DATABASE DEVELOPMENT METHODOLOGY

29 January 2007

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10 Commissioner for Patents
Mail Stop - RCE
P.O. Box 1450
Alexandria, VA 22313-1450

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PRELIMINARY AMENDMENT

Sir:

20 This Preliminary Amendment is in response to the Final Office Action, dated 27 October 2007, for the above-identified patent application. An Amendment to the Claims is attached hereto.

25 The Commissioner is authorized to charge any fees due to the Glenn Patent Group Deposit Account No. 07-1445, Customer No. 22862. Applicant considers this document to be filed in a timely manner.